



# Asthma Education Ideas

## for Health Insurers and Managed Care Organizations

### May is Asthma Awareness Month!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for patients and providers in a community setting. Things to do include:

- ▼ Place an article in a newsletter or e-bulletin to educate patients about asthma, indoor environmental triggers, and ways to manage asthma.
  - ▼ Distribute asthma materials to providers (hospitals, specialists, and physicians) to educate them about comprehensive asthma management for patients. In addition, co-sponsor a one-day training for providers with a local chapter of the American Lung Association or Asthma and Allergy Foundation of America.
  - ▼ Contact the American Association for Respiratory Care (AARC) to obtain the “Environmental Triggers of Asthma” CD-ROM continuing education for respiratory therapists in your network.
  - ▼ Host a health fair in a community setting, such as a hospital or area high school. Distribute information about asthma management and methods to identify and mitigate indoor environmental triggers. Recruit local sponsors to provide giveaways or support. Examples of donated materials include items helpful in mitigating indoor environmental triggers, such as pillow or mattress covers or HEPA filters for vacuums.
  - ▼ Encourage hospitals and physicians to run EPA asthma and secondhand smoke public service campaigns in closed circuit television in patient waiting rooms.
  - ▼ Sponsor an asthma awareness event in a local school setting and educate students, teachers and faculty about ways to manage asthma in the school environment. Distribute asthma action plans to school nurses and students.
  - ▼ Honor outstanding providers in your network with an “Asthma Award of the Year” for demonstrating excellent leadership in comprehensively managing patient asthma and increasing asthma awareness with patients.
  - ▼ Conduct an in-home environmental assessment in select homes in locations with a high prevalence of asthma. Display these homes as models to showcase the importance of managing indoor environmental triggers.
  - ▼ Create a link from your plan’s Web site to EPA’s Web site so patients and providers can learn more information about comprehensive asthma management.
- And remember...**
- ▼ Asthma educational materials are available for students, teachers, nurses, school officials, parents, and the community. The following are some of the materials that are available to you:
    - ▶ EPA’s “Clear Your Home of Asthma Triggers” brochure; and
    - ▶ EPA’s “Take the Smoke-Free Home Pledge” brochure and poster.

